

Growing in Lake Park

Village of Lake Park
Economic Development Commission
Meeting Minutes:
Thursday, October 27, 2016
Lake Park Community Center

Attendees: Kristen Bowman, Sandy Coughlin, Sharon Williams

Guests: None *Absent:* Doug Lucas, Brett Medlin

Call to order & Prayer: Sandy called the meeting to order at 6:40 pm and Kristen offered a reflection.

With three of five commissioners in attendance a quorum is present.

Minutes, Announcements & Finance: The minutes of the September 18 meeting were approved as emailed in September. The 2016-17 budget balance as of August 31 is \$3410.17

Public Comment: None.

Agenda Change: Added Social Media Guideline to New Business.

Council Comment: Hard copies of the Village Council's Social Media Guidelines were provided to those present and will be delivered to Doug and Brett.

Our next meeting (November 17) is our last meeting of this year. 2017 Calendar and appointment recommendations are due to Council by December 13.

Commissioner Update:

A. Networking Calls:

- a. Sandy has completed calls to TMC, Tournament offices, and she mailed the survey, a \$50 certificate with its news notice and a copy of the *Villager* to VT Management.
- b. Sharon completed call to Carlinis CPA and met with Katrina Fisher last month. She will complete Katrina Fisher (survey), Bellasera Bistro, Lake Park Family Practice and Gray Insurance before November 17. Kristen asked Sharon to ask Bellasera for more content for www.mylakeparknc.com.
- c. Kristen has completed calls to The Offices, Painting the Park, Miss Dee Dee's, My First School and Lake Park Nursing & Rehab. She will deliver their business cards to Sandy for the kiosk and will complete Central Church call by November 17.
- d. Sandy will ask Cheri to make a set of the \$50 certificate and news notice for Kristen to pick up and take to My First School, and a set for SVN/PP.
- e. Doug's interviews with Gordo's, Children's Lighthouse and Faith United Methodist Church were completed last month. We do need business cards from his calls for the kiosk. We reviewed the survey responses and suggestions already received.

- f. NOTE: In our meetings, ask interviewee to open www.mylakeparknc.com to view content together. Ask for specific feedback (better electronic logo?) to maximize quality.

Old Business:

- A. Town Center:** Sandy has completed a cover letter to SVN/PP and has made progress sorting Sharon's maintenance issue photos. Photos of like issues will be grouped in attachments, one for awnings, one for electrical boxes, etc. This will be ready to mail by November 4 with a copy to VT Management. Recent *Villager* will also be included, with photos of the village. The focus is on projecting our interest in the owner's maintenance aligning with the Village's work to maintain and continually improve the Village, and the Town Center keeping pace, not falling into disrepair.
- B. Town Center Leasing Update:** Specifics are not yet public, though progress appears to be moving forward on items mentioned in the EDC September minutes.
- a. Sharon is interested in recovering the salon sign letters mounted outside the one-story Town Center building. Sharon may check with the lettering vendor to learn if they can be removed intact for reuse.
 - b. SVN/PP advised Sharon that they will not remove the letters until a new tenant has signed for the empty unit. Owner is reluctant to do exterior renovations before pending interior changes are made. The pending EDC letter calls neglected items to their attention, and may raise safety concern.
- C. mylakeparknc.com commercial website:** Kristen is waiting for an EDC attorney letter (via Sandy) to James Smetana to complete transfer of the domain name ownership to the EDC. Kristen has implemented feedback from My First School and has alphabetically arranged the organizations on the site. Information that the commissioners gather on the questionnaires during our network visits will support her efforts. Since Sept 25, there have been 31 hits to the site, though development may be responsible for part of that number.
- a. Sandy noted that Kristen has done a tremendous job tweaking James Smetana's site foundation phase. We look forward to completion of the volunteer phase. For future maintenance, Sandy suggested that the Commissioners consider a compensation rate. Kristen acknowledged that a significant portion of the latter phase was time consuming and appreciates that completion is near.
 - b. Including Painting the Park is the final addition in this phase.
- D. Decorative Directional Signs:** Sharon made a motion, Kristen seconded, that we ask Ron Oxford to provide a quote for a sign to be installed on the blank post (Faith Church Road at Conifer). Content could include: Founders Park, Church, School, Landscaper, and Rehab Ctr. Motion passed 3-0 with the condition that if the cost exceeds \$300, the matter will be tabled to our November 17. Sandy will confirm cost with Ron Oxford/Banner Signs Today.

- a. Because Conifer ends at the wooded side of Veterans Park, and there is no park identification sign at the Conifer intersection with Creft by the woods, a directional to Veterans Park was not advised at this time.

New Business:

- A. Union County Chamber Map:** Sandy suggested that this be tabled to our January 19, 2017 meeting. The design of a map with organizations displayed around the edge on an 8.5x11 foldable coated paper would be useful to the organizations, to the Village office and to new residents;
either present at the February Event as a project inviting participation, or as a completed map based upon content current at mylakeparknc.com.
- B. February Network Event:** Sustaining business in an uncertain economy and employee retention are two other topics raised by leaders in the organization interviews.
 - a. Date set: Saturday February 18, 2017, 2:00-4:00 pm; 2 days after our February meeting.
 - b. For a speaker, Sharon will contact a marketing consultant who can advise organizations on how to use facebook successfully and safely for commercial use. She will confirm fee, availability, and what he would need to present a hands-on experience. If he speaks from 2:30-3:30, that allows attendees half hour before and after to network with each other, ask questions, and enjoy refreshments.
 - c. Save-the-date postcards will be mailed Friday, January 20, after our January 19 meeting.
 - d. Invitation/flyer/letters will be mailed Friday January 27.
 - e. Follow up Email reminders will go out by Friday February 3.
 - f. Commissioner phone calls should be made February 6-10.

- g. Refreshments (hors d'oeuvres) and set-up staff plans are tabled to November 17 2016.
- C. Welcome Packets:** Sharon said she would like the map, and other items from participating organizations, to be assembled for the organizations to hand out. Kristen suggested that Halloween might have been a good time to do this. Two or more of the Town Center businesses do plan to have trick/treat handouts.
- D. Social Media Guidance:** Copies of the Village Council Social Media Guidelines, and a web reference to NC Best Practices were distributed at this meeting for commissioner review.
- a. The EDC represents Council. If a survey at our fall festival had included the proposed social media question, it may have given a misimpression that EDC or Council is reconsidering initiating a facebook page. We used a fall festival EDC survey without any reference to social media to be consistent with Council's guidelines.
 - b. Because the EDC serves at the pleasure of Council and is funded with public tax dollars, EDC activity shall be consistent Council's determination to not initiate any social media.
 - c. With current technology, social media can be mismanaged. We have seen instances where that freedom of speech has been abused or disseminated untruths and uninformed opinions.
 - d. Council has determined to avoid the potential liability to our town by maintaining one a well-managed website, www.lakeparknc.gov and avoiding social media. The EDC already supports electronic communication with www.mylakeparknc.com.
 - e. Private businesses/organizations are at full liberty to initiate social media activity on their own, either individually or in alliance with each other. The Social Media Guidance materials given to our Commissioners may prove helpful in discussions with leaders in the private sector.
- E. Fall Festival Evaluation:** Kristen summarized all 37 surveys completed by visitors to the EDC booth. Various ways to share the information with the organizations were discussed. The consensus is that Kristen will send her file to Cheri to print 25 copies (2-sided) and we will give a copy to each organization when we do follow up calls and continue to build relationships.
- a. Overall it was a beautiful day, good exposure to our community. Thanks to Doug for the generous floral raffle prizes, and for pop up, straw bales, set up support and providing a skilled booth staffer in the afternoon, Casey Terhune.
 - b. Thanks to Brett and Kristen for set up, opening the booth, and for all who proactively engaged with visitors to obtain surveys, hand out maps, and introduce them to the adjacent booths (Carlini CPA, Total Tranquility, Prism Properties, and Painting the Park).
- F. Commissioner Terms:** Sandy encouraged current commissioners approaching expiration of an EDC term to consider volunteering for reappointment, not only to maintain stability but also to help keep the current projects moving ahead to completion without interruption. It's been a

year of many accomplishments and we've had a good team. Nominations are presented to and appointments made by Council. Sandy will contact Doug regarding his availability for a 4th term.

A list of the terms and expiration dates are:

Kristen Bowman	January 2017	1 st term (1-year unexpired)
Sandy Coughlin	November 2018	3 rd term
Doug Lucas	August 2016	3 rd term
Brett Medlin	December 2015	1 st term
Sharon Williams	November 2017	3 rd term

Communication:

Email or phone news items to Sandy before November 11 Villager deadline. The issue can be on www.lakeparknc.gov and in homes by 11/22. December deadline: 12/16 for 12/23 in home.

Next Meetings: Thursday, November 17, 2016 at Community Center/Town Hall.

Agenda Attached.

Thursday, January 19, 2017 at Community Center/Town Hall.

Adjournment: 8:36pm.